GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1904
ANSWERED ON:29.11.2001
MEASUREMENT OF VIEWERSHIP IN DD
SUBODH MOHITE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether lack of proper research is one of the reasons for losing advertisement revenue to the private channels;

(b) if so, the details of system adopted by Doordarshan to measure viewership at present;

(c) whether Shunu Sen Committee had made recommendations on the system to be adopted for research;

(d) if so, the details thereof; and

(e) the reaction of the Government thereto?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): No Sir. Prasar Bharati has intimated that revenue of Doordarshan has increased in the last two years.
(b):Prasar Bharati has intimated that presently they have started a monthly field survey of the viewers response on the programmes of Doordarshan. The findings of these field surveys are provided to advertisers and producers of sponsored programmes and also discussed in the Programme Review and Planning meetings.

(c) to (e): The main thrust of the Shunu Sen Committee Report in this regard was that marketresearch should be used to determine the size and composition of the audience. This is important as advertising decisions are based on such information.